



For Immediate Release:

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### **TPE 2018: Offering a Fresh, Profitable Start to the New Year**

**This year's show features new vendors, expanded educational opportunities, and extra fun for all.**

November 2017 – TPE 2018 is bringing some serious fun and business opportunities to the tobacco and tobacco-related industries in Las Vegas, from Jan 30 – Feb 1, 2018. Purposely timed to help retailers restock their stores from holiday sales, and prepare for spring, TPE 2018 offers a one-stop show with hundreds of vendors offering thousands of products at exclusive show pricing. This tradeshow is a must-attend event for those looking to increase profits in the year ahead with lucrative products, speakers and seminars geared toward maximizing growth, and smart networking opportunities.

TPE 2018 features many returning vendors with successful products to sell, while 33% are new merchants, many of whom are offering the latest releases in the growing alternative categories, like cannabis accessories, vapor, and hookah products.

“As the alternative industry is growing, retailers are tapping into a whole new consumer base,” says Jason Carignan, CMO of Kretek International, Inc. “The TPE team recognized this potential source of growth for our retail customers, and assembled a solid representation of top vendors, fresh products, and educational information to service this market. We are confident that attendees will benefit from the show, as will their end customers.”

TPE 2018 offers a diverse roster of iconic industry speakers, discussing topics like growth and navigating current and forthcoming legislation. Catering to the expanding alternative category, a collaborative Vapor-specific session is scheduled for Day 2 on the show floor, and will also be available for no additional charge.

The idea-exchange aspect of TPE 2018 continues with networking and relaxing in the Slackline Lounge on the show floor. Attendees are encouraged to mix, mingle, and sample wares with vendors and distributors, old friends and new, while enjoying craft beer, a DJ, a performer... and their own attempt at trying the slackline.

“We’ve planned TPE 2018 to give retailers the opportunity to put their best foot forward in 2018,” Ben Stimpson, Managing Director of Tobacco Media Group (TMG), the parent company of TPE. “From a

show floor full of in-demand, on-trend products and exclusive show specials, to conference tracks offering new tricks of the trade and networking spaces that allow everyone to relax, blow off some steam, and enjoy the industry that we all love being a part of. This year's show is truly going to be an amazing one, and we invite you to be a part of it."

For more information about TPE 2018, please visit [www.tobaccoplusexpo.com](http://www.tobaccoplusexpo.com).

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#### **About TPE:**

Under the banner of Tobacco Media Group (TMG) owned by Kretek International, Tobacco Plus Expo (TPE) is the largest B2B tobacco trade show highlighting the full-spectrum of tobacco, vapor, alternatives and general merchandise products available on the ever-evolving market. TPE 2018 is planning to deliver the industry's most compelling content, and will be held January 31 - February 1 at the Las Vegas Convention Center. To learn more about TPE, please visit the website: [www.tobaccoplusexpo.com](http://www.tobaccoplusexpo.com).

#### **About NATO**

Now in its 16th year, the National Association of Tobacco Outlets, Inc. (NATO) is a national trade association organized to strengthen the business interests of all tobacco retailers on a collaborative and individual basis. Headquartered in Minneapolis, it assists its members throughout the country to respond to and stay atop the pulse of tobacco-related legislation on the local, state and federal levels. NATO will be holding its Industry Outlook 2018 event on January 30, 2018. To learn more about NATO, please visit the website: [www.natocentral.org](http://www.natocentral.org).